



CADREON

CASE STUDY

Cadreon Drives Measureable

Brand Awareness & Operational

Efficiency Gains Through

MediaMath's Programmatic Platform

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Cadreon is IPG Mediabrand's Ad Tech unit, responsible for developing best-in-class programmatic technology solutions. They leverage best-in-class technology to deliver the most comprehensive, highest-performing programmatic solutions on the market.

Background

An Australian telecommunications company collaborated with IPG's agency, Universal McCann, to build brand awareness around their broadband services.

Cadreon was tasked with the programmatic portion of increasing brand awareness and initially utilised a managed service provider.

Objective

In order to gain more control over the activity, Cadreon brought the campaign in-house and utilised MediaMath's omnichannel programmatic platform. Cadreon also decided to use a measurable brand awareness metric towards which they could optimise – by measuring users who clicked the "Check Address" button, they were able to quantify the uplift their activity drove.

The campaign required a very granular set up and optimisation and that multiple reports be analysed regularly for optimisation. Cadreon created many strategies to test which factors – location, chronology, media, creative, tech and audience – performed best. They found that manual optimisation was very time consuming and it was difficult to crunch the data manually to determine highest performing factors.

Solution

Cadreon solved for these challenges by transitioning from manual optimisation to MediaMath's technology to drive more efficient and measurable brand awareness.

Cadreon also opted in IPG's proprietary AMP audience segments, as well as using MediaMath's Adaptive Segments product to define granular audiences in real-time.

Results

Campaign performance **IMPROVED BY 3.5X** after activating MediaMath's Brain algorithm and outperformed the previous managed service performance.

Workflow and campaign engineer efficiency **IMPROVED MORE THAN 85%** by spending less time on manual optimisation with extra time now invested in more strategic work to grow the client relationship and innovate on strategy.

BUDGETS HAVE DOUBLED for the remainder of the campaign due to strong performance, with performance improving as the Brain continues to learn. Their goal is to keep reducing the CPA as budget increases.

“MediaMath's Brain does the hard work for me! The platform helps me achieve client goals by allowing me to focus on insights and strategy building instead of having to do so much manual work in the console. My favorite features are the minimum/maximum bidding and the adaptive segment capabilities.”

– **LORELI DE JESUS**

Campaign Engineer, Cadreon

“This campaign shows excellent innovation by Cadreon to redefine branding metrics. As all marketing becomes measurable, it's vital that marketers find a way to show the effectiveness of their efforts. We're thrilled to have partnered with such a forward thinking team at IPG Mediabrands to showcase the power of technology in driving true business outcomes.”

– **YUN YIP**

*Country Manager, ANZ
MediaMath*